

GENERAL SERVICES ADMINISTRATION

Federal Supply Service *Authorized Federal Supply Schedule Price List*

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**[™], a menu-driven database system. The INTERNET address for **GSA Advantage!**[™] is: **GSAAdvantage.gov**.

Multiple Award Schedule (MAS)

Federal Supply Group: MAS **Class:**

Contract Number: GS-07F-0201U

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Contract Period: February 07, 2008 - February 06, 2023

Effective as of PS-A826 dated 11/30/20

Contractor: Rings-Leighton, LTD
6325 Sam Snead Highway
Hot Springs, VA 24445

Business Size: Small, Woman Owned Business

Telephone: 202-319-2951

Extension:

FAX Number:

Web Site: <http://www.1440n.com>

E-mail: gregg@1440n.com or susan@1440n.com

Contract Administration: **Susan Guyre** Office: 202-319-2951 Direct: 202-759-0765 Cell: 202-277-0399
Email: susan@1440n.com

CUSTOMER INFORMATION:

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to item descriptions and awarded price(s):

SIN	Recovery	SIN Description
541430	541430RC	Graphic Design Services
541511	541511RC	Web Based Marketing
541810	541810RC	Advertising Services
541810ODC	541810ODCRC	Other Direct Costs for Marketing and Public Relations Services
541820	541820RC	Public Relations Services
541850	541850RC	Exhibit Design and Advertising Services
541922	541922RC	Commercial Photography Services
561920	561920RC	Conference, Meeting, Event and Trade Show Planning Services

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.

1c. If the Contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item.

2. Maximum Order: \$250,000.00

3. Minimum Order: \$100.00

4. Geographic Coverage (delivery Area): Domestic Only

5. Point(s) of production: 6325 Sam Snead Hwy., Hot Springs, VA 24445
348 Winona Drive, Decatur, GA 30030
4500 Connecticut Avenue, NW, #909, Wash., DC 20008
1835 Featherstone Drive, Midlothian, VA 23113

6. Discount from list prices or statement of net price: Government net prices (discounts already deducted).

7. Quantity discounts: Yes

Tier	Threshold Amount	Additional Discount
1	20000	5%
2	40000	10%

8. Prompt payment terms: 2% 10 days, net 30. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. Foreign items (list items by country of origin): None

10a. Time of Delivery (Contractor insert number of days): Specified on the Task Order

10b. Expedited Delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery: Contact Contractor

10c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: Contact Contractor

10d. Urgent Requirements. The Contractor will note in its price list the "Urgent Requirements" clause of its contract and advise agencies that they can also contact the Contractor's representative to affect a faster delivery: Contact Contractor

11. F.O.B Points(s): Destination

12a. Ordering Address(es): Same as Contractor

12b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. Payment address(es): Same as company address

14. Warranty provision.: Contractor's standard commercial warranty.

15. Export Packing Charges (if applicable): N/A

16. Terms and conditions of rental, maintenance, and repair (if applicable): N/A

17. Terms and conditions of installation (if applicable): N/A

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A

18b. Terms and conditions for any other services (if applicable): N/A

19. List of service and distribution points (if applicable): N/A

20. List of participating dealers (if applicable): N/A

21. Preventive maintenance (if applicable): N/A

22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants).

22b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g., contractor's website or other location.) The EIT standards can be found at:
www.Section508.gov/.

23. Data Universal Numbering System (DUNS) number: 097777692

24. Notification regarding registration in System for Award Management (SAM) database:
Registered

Final Pricing:

The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.

Service Contract Labor Standards : The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Professional Services Schedule (PSS) Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and / or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.



PRICE LIST

LABOR CATEGORY	MINIMUM EDUCATION	MINIMUM YEARS EXPERIENCE	PRICE WITH IFF
Project Management, Senior	Bachelors	10	\$99.75
Project Management	Bachelors	10	\$74.81
Copywriting/Editing	Bachelors	10	\$99.75
Creative Direction	Bachelors	10	\$99.75
Graphic Design, Senior	Bachelors	10	\$89.77
Graphic Design	Bachelors	10	\$74.81
Illustration	Bachelors	10	\$89.77
Photography	Bachelors	10	\$89.77
Photo Editing	Bachelors	10	\$74.81
Photo Image Manipulation	Bachelors	10	\$74.81
Media Production	Bachelors	10	\$89.77
Advertising services	Bachelors	10	\$99.75
Video/Film Production	Bachelors	10	\$99.75
Public relations services	Bachelors	10	\$99.75
Web-based marketing services	Bachelors	10	\$99.75
Video/film production	Bachelors	10	\$99.75
Exhibit design & implementation	Bachelors	10	\$99.75
Commercial photography services	Bachelors	10	\$99.75
Commercial art and graphic design	Bachelors	10	\$99.75

The labor hours cited above do not include materials, supplies, or other incidental costs. Please ask for any additional detail. Purchases as Other Direct Costs for specific task orders will be priced according to the buying agency's requirements.

OTHER DIRECT COSTS

- 2-color printing on #2 grade paper stock for 10,000 items - \$0.023 per page
- 4-color printing on #2 grade paper stock for 200,000 items - \$0.12 each brochure
- 2-color interior, 4-color cover quality magazine paper stock for 5,700 - \$0.51 per page
- 4-color on #1 grade paper stock for 1,000 items - \$1.11 per page



Advertising Services

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Rings Leighton services include, but are not limited to message creation, media selection, direct mail creation and distribution, complete campaign development and media planning. Staff personnel involved with these services might include senior project manager, project manager, copywriter/editor, creative direction, senior graphic design, graphic design, illustration, photography, photo editing, and photo image manipulation.

Requires Bachelors Degree and 10 years of experience.

Public Relations Services

Tasks covered under this SIN include providing customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as: background materials, press releases, speeches and presentations and press kits. Staff personnel involved with these services might include senior project manager, project manager, copywriter/editor, creative direction, senior graphic design, graphic design, illustration, photography, photo editing, and photo image manipulation.

Requires Bachelors Degree and 10 years of experience.

Web-based Marketing Services

This category covers development of strategies for an agency to provide the maximum use of their Internet capabilities. Typical tasks may involve the consultation, development and implementation of the following web based tasks: website design and implementation, search engine development and optimization, e-mail marketing, Section 508 compliance including captioning services and creation of web-based multimedia presentations. Staff personnel involved with these services might include senior project manager, project manager, copywriter/editor, creative direction, senior graphic design, graphic design, illustration, photography, photo editing, and photo image manipulation.

Requires Bachelors Degree and 10 years of experience.

Video/Film Production

Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, CD-ROM, DVD and video streaming development. Filming in studios, on location, live shows, or events may also be required. Examples of services include, but are not limited to script writing, direction, video shooting, hiring voice talent, narration, music and sound effects and video editing. Staff personnel involved with these services might include senior project manager, project manager, copywriter/editor, creative direction, senior graphic design, graphic design, illustration, photography, photo editing, and photo image manipulation.

Requires Bachelors Degree and 10 years of experience.

Exhibit Design and Implementation

Tasks covered by this SIN include making all necessary arrangements for exhibits in various venues (museums, malls, trade-shows, etc.) as well as conceptualizing, designing and producing those exhibits. Additional tasks might include preparation, set-up and dismantling of exhibits, storage of exhibit pieces and illumination services. Staff personnel involved with these services might include senior project manager, project manager, copywriter/editor, creative direction, senior graphic design, graphic design, illustration, photography, photo editing, and photo image manipulation.

Requires Bachelors Degree and 10 years of experience.



Commercial Photography

Photography services under this SIN may be used for commercial advertisements and/or illustrations that will appear in books, magazines, and/or other media. Services may include but are not limited to black and white & color photography, digital photography, field and studio photography and related services such as photo editing and high-resolution scanning. Staff personnel involved with these services might include senior project manager, project manager, creative direction, photography, photo editing, and photo image manipulation.

Requires Bachelors Degree and 10 years of experience.

Commercial Art & Graphic Design

This category covers commercial art, graphic design, and special effects that educate the consumer market about a product or service. Types of services may include, but are not limited to, developing conceptual design and layouts of items such as reports, brochures, conference collateral, mailers, and other printed or digital publications. Other services include creating sketches, drawings, paintings, and specialized typographic treatments in the course of development. Staff personnel involved with these services might include senior project manager, project manager, copywriter/editor, creative direction, senior graphic design, graphic design, illustration, photography, photo editing, and photo image manipulation.

Requires Bachelors Degree and 10 years of experience.

Project Manager, Senior

Production manager will utilize processes to keep office organized and running efficiently including creating and maintaining production schedules and conducting weekly production meetings to monitor and manage job flow and critical deadlines. Will recommend changes in those processes if a more efficient system is found/created. Also manages and coordinates all aspects of the printing process of a project including coordination and communication (including routing of proofs, and acquiring blue-line approval sign-off sheets) with clients, design and management teams, and vendors. This also includes requests for print quotations, completing purchase orders, and print estimate spreadsheets.

Requires Bachelors Degree and 10 years of experience.

Creative Direction

Oversees and guides the design and creative process in development of artwork for Rings Leighton clients including books, reports, brochures, corporate ID, annual reports, posters, logos, stationery, websites, etc. This position will assist in the supervision of art directors, senior designers, graphic designers, junior designers and interns. In addition, creative director will act as account manager on an as needed basis, will stay abreast of design and technology trends, will enable staff to work to their strengths while improving on their weaknesses and will supervise freelance and contract creative talent. With President, will coordinate public relations efforts including marketing and advertising related services.

Requires Bachelors Degree and 10 years of experience.

Graphic Design, Senior

Senior designer will design and produce artwork for all Rings Leighton clients, including projects such as books, reports, brochures, annual reports, posters, logos, stationery, websites, multimedia and animations. Will assist other RL staff in the production of artwork, as required. This position will assist in the supervision of graphic designers, junior designers and interns. Senior designer will have the ability to work independently or within a team and, follow direction and incorporate feedback, the ability to provide design leadership, originality, versatility and creativity, the ability to bring a project from rough concept to completion and the ability to manage all aspects of a project including concept, layout, typography, printability, consistency and accuracy.

Requires Bachelors Degree and 10 years of experience.



Rings Leighton
Creative Services

Graphic Design

Includes all of the above duties of senior designer without the supervision of other designers.

Requires Bachelors Degree and 10 years of experience.

Illustration

Illustrator will produce original artwork for all Rings Leighton clients, including projects such as books, reports, brochures, annual reports, posters, logos, stationery, websites, multimedia and animations. Illustrations can be hand-drawn, digital, animated and can use a large variety of media.

Requires Bachelors Degree and 10 years of experience.

Photography/Photo Editing/Photo Image Manipulation

Photographer will conduct on-site and in-studio photo and video shoots and will provide up-to-date technology including camera, lights, recording equipment and other necessary items. In addition, is responsible for any photo editing of high resolutions images, digital enhancement and video editing.

Requires Bachelors Degree and 10 years of experience.

Copywriting/Editing

Copywriter will produce original text from a variety of sources including interviews, client-supplied draft and other files. In addition, will provide and oversee proofreading and quality control for all files.

Requires Bachelors Degree and 10 years of experience.



BUSINESS APPROACH AND DESCRIPTION OF SERVICES

EXECUTIVE SUMMARY

Our goal is to transform your ideas into a practical solution that delivers results. We create solutions. We solve problems. To do that takes partnership and understanding. We approach any project from a broad view to develop the ideal solution for your environment and needs, and then focus like a laser to deliver that top-notch solution. We're persistent. We ask lots of questions and offer lots of ideas to discover and create the right solution.

- Our core business is helping government agencies, individuals, small businesses, non-profits, and associations operationalize their missions using the appropriate tools;
- We employ time-tested and realistic project management processes that keep projects on-time and on-budget. We deliver what clients need.

THE IMPORTANCE OF CONTEXT

Your partner needs to understand and take ownership of your vision, specifically for your convention. For us, the critical differentiation point centers on the importance of understanding context. The context matters because it drives not just a solution, but the best solution. Understanding context is the core of the difference between a vendor and a partner. Vendors don't care about context because they simply do what they're told; a partner must understand context in order to figure out the best solution. This decision ought to be tightly integrated with your overall communications and engagement strategies and the best vendor is one who will take the time to understand and help you flesh out your plans.

Rings Leighton maintains open lines of communications at all times and during all stages of a project. There is never a time when an urgent question is not answered or an immediate need is not filled. We provide numerous and redundant contacts ensuring that important information is available to everyone involved in a project. Key senior managers are on call 24/7 as required, to ensure flexibility in meeting the demands of last minute changes and seemingly impossible requests.

Slack channels and Dropbox are vital tools that we count on for all projects. If you prefer another system, our main concern is maximizing efficiency utilizing our client's favorite process.

DISCOVERY

Our discovery is not just the assembly of a task list, but rather an intellectual conversation on what is best for you, your team, and your audience. Design meetings will be conducted with the client to review previous relevant materials, style and branding guidelines, any thematic message, the products needed, the schedule, and the overall goals for the project. One of our strengths is to understand what you have in mind and realize that dream. We always start our projects by listening to the customer and analyzing their needs and wishes.

IMPLEMENTATION

Prior to final approval, RL will design and produce final graphics files based on client feedback. PDF proofs and/or URLs are provided to our clients during the production cycle. Two rounds of client modifications and/or edits is included in our pricing.

We ensure success by providing our clients with opportunities to offer feedback throughout the process. We constantly adapt and improve, evaluating our successes and failures, changing course as necessary. We recognize that the landscape can change during the course of a project: When new challenges emerge, we will help you adapt, innovate, and excel.

PARTNERS IN YOUR SUCCESS

Together, we can find the right solution for you.

Our clients value our partnership because they see our commitment to their success. Our model allows us to get to know our clients so we understand their challenges and can help find solutions. We become an extension of your staff and spend the time needed to make sure you get real value for your money and time invested.



Our goal is to transform your ideas into a practical solution, implement it, and help you succeed. We follow through, get our hands dirty, and deliver results.

We're approachable and quality-driven, and communicate in a way you can understand. We provide the building blocks for your continued success, and ultimately help streamline and strengthen your association. We offer unparalleled value for your money.

CREATIVE PROCESS

It is vital for any organization to captivate their audience with strong, clear, and consistent messaging. Your communications collateral must capture the attention of your target audience. Success will require consistency, clear messaging, and attention to detail. With each design we create, the team at RL proves that no task is impossible. If you can dream it, we can achieve it. It is our abstract mentality and dedication to high quality art that constantly pushes us to creative excellence. Our process of capturing life and translating it into successful design revitalizes traditional visual design. By having a photographer, and several designers and illustrators on staff, we are able to create custom solutions on a moment's notice and on budget.

With all projects, we follow a time-tested and project-proven creative process. The creative process is broken down into phases: discovery and strategic planning, and design and production. Descriptions of these phases follow.

Phase 1—Discovery and Strategic Planning

An initial meeting (or meetings) will be conducted to determine the overall goals for the deliverable(s) and will include a review of previous relevant collateral materials, style and branding guidelines, any thematic message, the products needed, the schedule, and the overall goals for the materials. We may also ask our clients to fill out a Vision Sheet to help guide the development of your Creative Brief.

After discovery, the designers at RL will hold an internal brainstorming session where we discuss the project and review the results of our research and a creative brief. We build toward success with a clear understanding of your goal and then figure out the best way to get you there.

We are not afraid to challenge convention by using every creative tool at our disposal. The creative meeting is attended by all RL staff because we believe that creative inspiration can come from anyone. All designers prepare initial concepts of their ideas. We then narrow the field to the ideas with the most merit and develop these into our initial presentation. After refinement of the preferred concept, creative mood boards may be designed. These help us explore typography, color palettes, images, and messaging.

Phase 1a—Writing

Research: Successful writers immerse themselves in the subject so they can produce writing that is clear and accurate and possesses a true voice: energetic, informative and persuasive. This phase includes these steps: research; interviews with key staff/personnel; review speeches, media clippings, policy articles, etc.; and carefully review all materials provided by client.

Creating an Outline: The writer will seek to organize the material in a lively and compelling manner. An outline will be submitted to the client for review and comment.

Writing: The writer will produce a first draft for the client's review. It will be edited and proofread.

Client Review and Revision: We anticipate a series of up to three client reviews, revisions by the writer (to incorporate client edits and fix transitions), a final review and edits, and preparation for publication.

Phase 2—Design and Production

Upon completion of the first phase, RL will modify the selected concept based on client feedback from the initial designs. The next step in this phase includes layout, client edits, and development of the final files. A value-added service RL provides to its clients is exhaustive proofreading and the resultant editorial queries of any client-supplied source documents. Our attention to detail is exceptional. Author's edits are swiftly and accurately incorporated according to the RL quality control measures. Final Adobe Creative Suite (and related) files are packaged or collected, including fonts and images. Reports are run, and the files are



pre-flighted to ensure accuracy prior to release. Color separations are generated and reviewed. At the printing stage, RL can review all printer's proofs and/or bluelines to check for proper color, registration, correct file output, and monitor other quality control measures. Along with final, print-ready files, we typically provide multiple file formats suitable for posting on the web. These digital files are tested across myriad web browsers and devices. Some of the tools we use for web design and development include Sublime Text as code editor (HTML, CSS, Javascript), Photoshop for art, WordPress as a CMS (if appropriate for the client's needs), open-source frameworks like Bootstrap or Foundation, BrowserStack for comprehensive browser/device testing, and Litmus to test emails.

KEY PERSONNEL

- Susan Guyre, Founder/President will be primary point of contact, supervise creativity, and quality control
- Gregg Burrage, Senior Vice President will serve as creative director, and make presentations
- Paul Bennek, Senior Designer will act as lead designer

SCOPE OF SERVICES

Advertising	Copywriting & Editing	Multimedia	Printing
Annual Reports	Direct Mail	Newsletters	Project Management
Branding Campaigns	Exhibits	Outdoor Displays	Publication Design
Catalogs	Identities & Logos	Packaging	Signage
Conferences	Illustration	Pamphlets	Videos
Conventions	Magazines	Photography	Websites

HARDWARE/SOFTWARE

Rings Leighton utilizes top-end, Mac Pro computer work stations with dual monitors as well as MacBook Pro laptops for client-site and after-hour projects. All Rings-Leighton designers have been provided a work station for their homes to allow for telecommuting or after-hours/rush projects. While our preference is to design on Macs, we have the ability to convert files to IBM-compatible PC file formats as required. We subscribe to the widely-used DropBox software for clients who request it.

We maintain complete, cloud-based suites of professional software (Adobe Creative Suite, QuarkXpress, Microsoft Office Suite) for both platforms including:

Adobe Desktop Apps: Photoshop Extended Image editing and compositing; After Effects Cinematic visual effects and motion graphics; Adobe Premiere Pro Video production and editing; InDesign Page design, layout, and publishing; Flash Professional Interactive experiences and game design; Illustrator Vector graphics and illustration; Fireworks Image editing for websites and apps; Adobe Muse Website design without coding; Dreamweaver Websites, app design and coding; Audition Audio recording, mixing, and restoration; SpeedGrade Film finishing and color grading; Prelude Metadata ingest, logging, and rough cuts; Lightroom Digital photo processing and editing; Flash Builder Premium IDE for coding Flash apps; Edge Animate preview Interactive HTML5 & CSS3 authoring; Acrobat X Pro PDF creation and editing; Touch App PluginsOpen and edit Touch App files in CS6 Desktop Apps

Adobe Touch Apps (for iPads and Android Tablets)—Photoshop Touch Image editing and compositing; Kuler Color theme browsing and creation; Debut Presentation of creative work; Ideas Vector based sketching; Proto Wireframing and prototyping; Collage and mood-board creation

We have dozens of additional graphics, font, type management, CD/DVD burning, systems management and productivity applications required for running a full-service design studio. RL also has extensive image (5,000+) and font (3,500+) libraries to minimize client costs. Rings Leighton maintains a digital photo studio with professional lighting, cameras and software for custom photo shoots.



REFERENCES

- Mark Grayson, PhRMA, 950 F Street, NW, Washington, DC 20004; 202-835-3465; graysondc@gmail.com
- Elise Swinehart, American Academy of Otolaryngology, 1650 Diagonal Road, Alexandria, VA 22314; 703-535-3688; eswinehart@entnet.org
- David Martin, Writer / Editor, formerly Fannie Mae Foundation and Council on Foundations, 14 Kerr St., Onancock, VA 23417; 703-501-1213; davidlozellmartin@hotmail.com

QUALITY CONTROL

Rings Leighton maintains extremely stringent quality control standards. Each project is reviewed by a minimum of two staff at each stage of production. Proofs are first reviewed by the designer in charge of the project and then by a manager. The primary quality control contact is Susan Guyre. Gregg Burrage also reviews every project. Checklists are used to ensure that no details are overlooked. Even though the complete text is often supplied by the client, all projects are read in their entirety and checked for inconsistencies or editorial queries. At the output stage, RL will review all printer's proofs and/or bluelines to check for proper color, registration, correct file output or any other potential hurdles. No stage is considered complete without a manager's signature.

Rings Leighton uses an effective time management and project tracking software to ensure that all projects proceed in the most efficient manner possible. This tool allows management to monitor the productivity of all staff and control work flow. This tool also permits us to make the best possible use of staff time and re-assign projects if necessary.

When a project reaches the printing or production phase, our many years of experience means that we will find the best and most economical methods of printing or manufacturing a client's product. For web-based projects, the digital files are tested across myriad web browsers and devices. Some of the tools we use for web design and development include Sublime Text as code editor (HTML, CSS, Javascript), Photoshop for art, WordPress as a CMS (if appropriate for the client's needs), open-source frameworks like Bootstrap or Foundation, BrowserStack for comprehensive browser/device testing, and Litmus to test emails.

Rings Leighton has four full-time designers and three management and support staff. We manage myriad active jobs at any given time. These jobs run the gamut from simple to extremely complex, but our production and time management skills mean that deadlines are never missed. For clients who have a large number of active projects, RL will schedule a weekly meeting so we can more efficiently track progress and monitor deadlines.

In the rare instance when problems arise, RL will always go above and beyond to ensure complete client satisfaction. All clients have a point of contact, usually Susan Guyre, who can be reached at any time. In one instance, an annual report was being printed in South Dakota at the client's request, and the advance copies delivered by the printer directly to a client's event were found to be missing some interior pages. RL arranged for a special delivery of the corrected reports, met the plane, checked the new contents and re-routed them all before the next business morning. RL can also anticipate potential stumbling blocks and will offer solutions to these well in advance of them happening. For example, several recent website design projects were developed so that the clients could implement updates without a large amount of training and without additional cost.

Our forty-three-year history has taught us the value of budgeting our talent, time, and financial resources wisely.

WHY RINGS LEIGHTON?

Experience

We have 40 years of client-oriented design experience that has evolved with the marketplace.

Knowledge

We are expert at crafting and providing a wide range of visual communications solutions.

Peace of Mind

We have senior staff on call 24/7. Many of our clients have been astounded at our high level of customer service and thrilled that we meet seemingly impossible requests.

We deliver results!



EXPERIENCE—Section A

FIRM DESCRIPTION

Rings Leighton has been an award-winning graphic design studio since its inception in 1978. Our goal—then and now—is to clearly communicate our client’s message. We design both print and electronic documents. Our staff includes seven dedicated and energetic graphic design professionals, whose international backgrounds and varied styles continually generate powerful solutions that achieve outstanding results for our clients. Our studio is fully-equipped with the latest hardware and software and gives us state-of-the-art tools to create effective design solutions—and allows us to respond efficiently to schedule demands and budget concerns.

Since 1978, the firm has grown and diversified, and today provides a wide range of creative communications services—including branding for conferences, conventions, and meetings, as well as design of annual reports, videos, magazines, strategic marketing, logos and identity systems, exhibits, copywriting and editing, custom photography and illustration, 508-compliant PDFs, electronic presentations, and websites. Today’s increasingly technological society means that design and communication must adapt and function in new ways. RL has designed electronic publications, video hybrid multimedia presentations, and other digital materials that meet these needs. We will continue to upgrade and adapt as new visual presentation methods evolve and arise.

From initial concept to completion, each project we undertake is infused with experience, innovation, and professionalism. Our goal is to create a unique solution for every client. We work closely with our clients to analyze their needs, identify their position, define their objectives, and implement a design that produces powerful visual communications.

We have a forty-year track record of creating outstanding designs for agencies such as the U.S. Department of Energy, the U.S. Department of Education, the U.S. Department of Transportation, the U.S. Federal Communications Commission, the U.S. Department of Homeland Security, the U.S. Department of Defense, the U.S. Equal Employment Opportunity Commission, the U.S. Veterans Benefits Administration, the U.S. Food and Drug Administration, and the U.S. National Archives and Records Administration.

We Have...

- A decades-long track record of proven, outstanding design;
- An uncontested depth and breadth of knowledge of print and digital design;
- An international mix of enthusiastic and creative designers not found anywhere else;
- Seven professionals averaging decades of industry experience per individual;
- In-house photography, illustration, airbrushing, portraiture, and other specialized skills that minimize unnecessary out-of-pocket expenses;
- Unrivaled partnerships with printers and support vendors that allow us to gain the best possible pricing for our clients; and
- Key senior management who are on call 24/7 as required, to ensure flexibility in meeting the demands of last minute changes and seemingly impossible requests.



Rings Leighton
Creative Services

EXPERIENCE—Section B

ADVERTISING SIN 541-1/541-1RC

American Chemical Society *Chemical & Engineering News* Advertising Campaign
Project Inception—03/2007; Completion—05/2007; Total Cost—\$8,279.00

The American Chemical Society's flagship publication, *Chemical & Engineering News* is pre-eminent in its field and, as such, is a must placement for any advertising in the chemical industry. Rings Leighton met with C&EN staff to create a marketing campaign that would expand their advertising reach into other vertical business markets. Rings Leighton created a series of targeted mailers that would introduce the typical ACS member to C-level executives in industries such as automobile manufacturing, electronics and high-tech consumer products, and more. In this way, these executives would see that the 300,000-strong member base and readers of C&EN were prime consumers and that ads could be placed within C&EN for more than chemistry-related products. These boxes were mailed to Toshiba, Hewlett Packard, Panasonic, Gateway, Fujitsu, Dell, Apple, UPS, Chase, and Bank of America and others. An extension of the campaign followed with direct mailers sent out featuring text and centerfold pop-ups of typical ACS members.

Deliverables included packaging design, print supervision, and a die cut template for pop-ups.



National Council for Behavioral Health *Medicaid and Addiction* Advertising Campaign
Project Inception—01/2017; Completion—04/2017; Total Cost—\$3,700.00

During the health care debate of 2017 and the opioid addiction crisis, NCBH needed a series of nine full-page, color ads in support of Medicaid coverage of mental health addiction treatment. The ads were placed in Inside-the-Beltway newspapers, as well as digital and print publications nationwide. They featured succinct, powerful text combined with imagery of a family member at a gravesite, a dismal cemetery, and a morgue shot with a toe tag. The ads also required a call to action at the bottom.





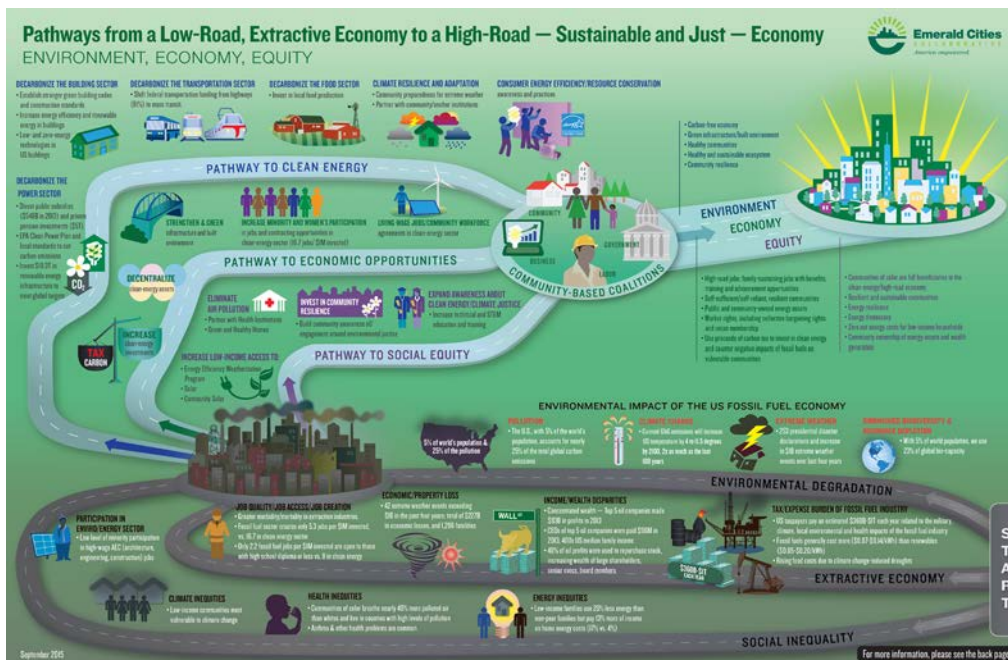
PUBLIC RELATIONS SERVICES SIN 541-2/541-2RC

Pharmaceutical Research and Manufacturers of America (PhRMA)

Diabetes Educational Infographic Panel

Project Inception—10/2012; Completion—11/2012; Total Cost—\$2,500.00

PhRMA prepares monthly reports on medicines in development to fight diseases such as Alzheimer's, Diabetes, Cancer, Asthma, Arthritis, etc. Each patient battling with a disease or managing a condition lives in the hope that tomorrow will bring a new medicine that delivers better health. America's biopharmaceutical research companies share the same goal of developing new medicines that can prevent diseases, improve patients' health, and save lives. Many of the medicines represent innovative new ways to target disease. In addition to the design and layout of these reports we extract critical, key statistics from the reports in the form of static and animated infographics to convey fundamental facts to a consumer audience. These panels are dissected into square "snackables", and are posted to the web and disseminated through print and social media avenues. PhRMA requested a scrollable, infographic banner (shown at right) promoting the innovative medicines in development to fight diabetes. Additionally, they wanted the graphics to communicate pathways to improved health and reduced costs for diabetics. The infographic design needed to be social media-, and web-friendly, as its primary method of distribution would be via electronic devices. This infographic totem pole is suitable for scrolling on a tablet or phone and is multi-functional because it is built from individual "snackables" that can be dissected and disseminated via social media.

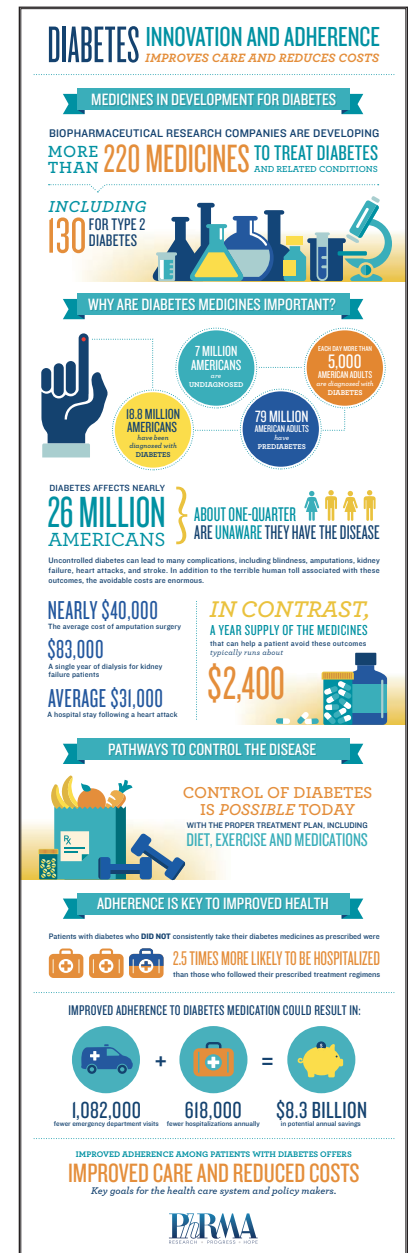


Emerald Cities Collaborative (ECC) Mission Statement Infographic Poster

www.emeraldcities.org/resources/pathways-from-a-low-road-extractive-economy

Project Inception—05/2015; Completion—10/2015; Total Cost—\$9,200.00

ECC entrusted RL with one of the most challenging infographic assignments in our history. They charged us with visually depicting their complex mission in a comprehensive poster format that was also dissectible into "snackables" suitable for social media distribution. We also provided multiple file formats for web posting and other uses. The poster was entitled *Pathways from a Low-Road, Extractive Economy to a High-Road—Sustainable and Just—Economy*. It featured custom illustrations depicting the environmental, economic, and equity low roads and pathways to clean energy, economic opportunities, and social equity that represent the high road. RL created the poster from a lengthy, comprehensive, client-supplied MSWord source document. We edited and distilled the content into the germane information. Then RL illustrators drew custom graphics that communicated that information visually. The vast amount of information that was necessary to communicate in one poster required several iterative rounds of text edits, illustrations, layouts, and incorporation of client edits and feedback.



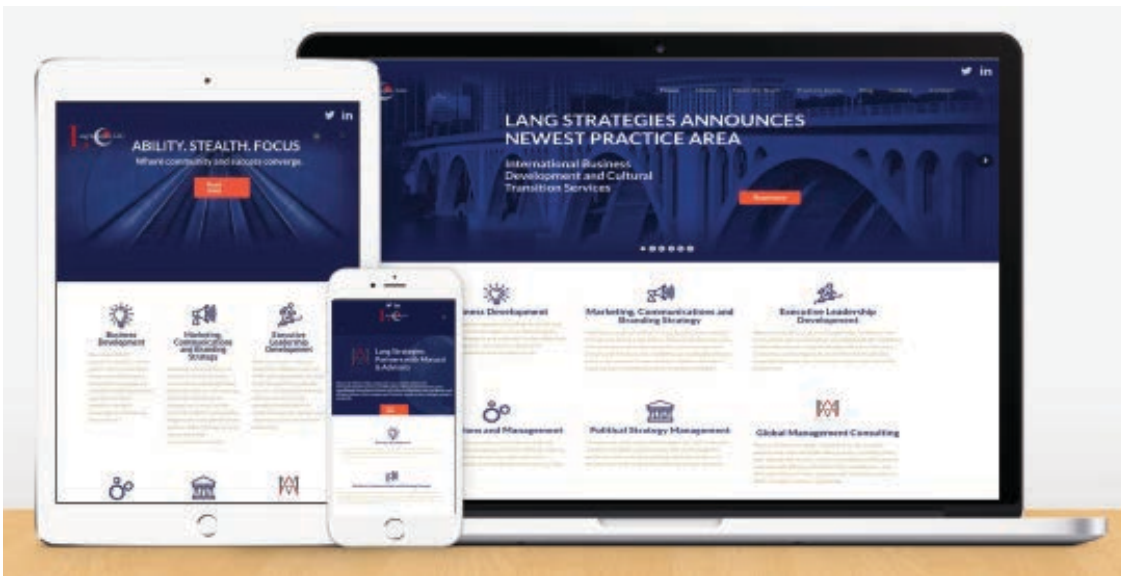


Rings Leighton
Creative Services

WEB-BASED MARKETING SIN 541-3/541-3RC

Lang Strategies, LLC Website www.langstrategies.com
Project Inception—04/2016; Completion—08/2016; Total Cost—\$5,000.00

Lang Strategies is a strategic consulting firm that conducts market assessments and from them creates business plans, facilitates international corporate growth and provides customized executive training. They entrusted RL to conduct an exhaustive redesign of their website. The tasks included revising the information architecture of the site; building responsive template page designs that give the site a standard structure, but flexible enough for many different users; social media and blog functionality;



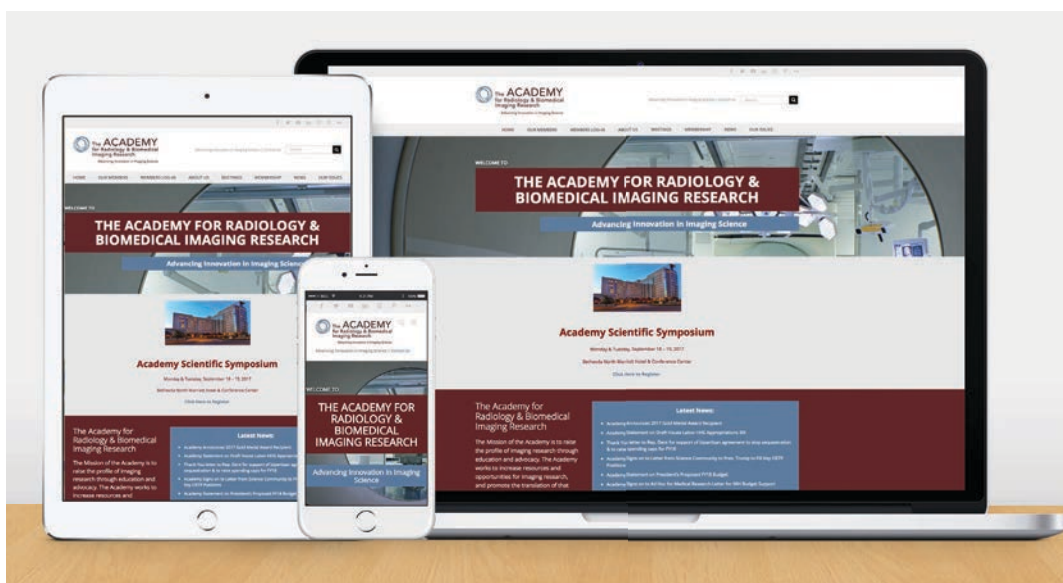
developing a tutorial video to allow Lang staff to easily update the site and maintain design integrity. Much of the first stage involved sorting through all the content Lang had posted to their site, working with them to rearrange it into intuitive categories, and grouping these categories into broader themes. After several rounds of refinement an outline was finalized and we diagrammed the structure of the site. With the content optimally organized, we developed wireframes for the homepage, subpages, and all unique pages. Much consideration was given to the site navigation, so users could quickly tell where they were on the site and easily find what they wanted.

Deliverables included responsive template design, user-friendly, intuitive navigation system, logical information architecture, dynamic homepage animated banner, tutorial video, hosting and maintenance, and search functionality.

The Academy for Radiology & Biomedical Imaging Research Website www.acadrad.org
Project Inception—12/2016; Completion—10/2017; Total Cost—\$8,225.00

Our assignment was to create a newly restructured website reflecting their recent rebranding. It needed to be a website that combined the CIBR and Academy sites into one; maintained the look and feel of current sites; added new functionality of i4a for a Members-Only section; incorporated new logos; and was able to be edited/updated by ACADRAD staff.

Deliverables included, members-only i4a section, social media functionality, blog functionality, user-friendly, intuitive navigation system, logical information architecture, and responsive design.





Rings Leighton
Creative Services

EXHIBIT DESIGN AND IMPLEMENTATION SERVICES SIN 541-4C/541-4CRC

American Gear Manufacturers Association Centennial Exhibit, videos, & book
www.youtube.com/watch?v=CLFaL40eFpg and www.youtube.com/watch?v=bP5ZdtXT23c
 Project Inception—01/2015; Completion—10/2017; Total Cost—\$44,000.00

Heritage management is a vital part of any communications program. AGMA took advantage of its history to reinforce its identity with core audiences and emphasize its preeminence in its field. We helped them capture milestones that are as unique as their organization in print and on the web. We helped the American Gear Manufacturers Association celebrate their centennial with a event logo, commemorative book, a timeline exhibit, a timeline microsite (www.agma100.1440n.net), and two videos. We conducted initial brainstorming meetings, concept creation, creative brief development, selection of appropriate stock still pictures and video segments, script writing and editing, and selection and hiring of voice talent. We assembled all of these elements using myriad tools and software applications into the final products.



American Association of Immunologists 100th Anniversary Conference Exhibit Panels
 Project Inception—07/2012; Completion—09/2012; Total Cost—\$33,690.00

Rings Leighton designed all of the collateral for the American Association of Immunologists' 100th Anniversary including a dynamic historical timeline exhibit. The complete exhibit was more than 100 feet long and was designed to guide viewers through a retrospective of important milestones and innovations in immunology. Each "decade" panel also featured cultural and general historical events and was designed to reflect the style of the period.





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CONFERENCE EVENTS AND TRADESHOW PLANNING SERVICES SIN 541-4D/541-4DRC

National Family Planning & Reproductive Health Association Conference Identity and Annual Meeting Collateral
Project Inception—09/2017; Completion—10/2017; Total Cost—\$2,500.00

Rings Leighton was selected to create the visual theme for the National Family Planning and Reproductive Health Association's 2017 National Conference. NFPRHA is a non-profit, membership-based organization that was created to ensure access to comprehensive, and culturally sensitive family planning and reproductive health care services. Previous conference themes always featured location as a focal point and NFPRHA wanted this design to continue in that vein. In addition, there were many important legislative issues before Congress and the new administration, so a design theme that featured Washington, DC landmarks was especially relevant. NFPRHA prefers a bright color palette. Bright colors make the design upbeat, eye-catching, and cheerful. Rings Leighton produced the main visual design theme followed by all of the collateral elements. This was the first collaboration between NFPRHA and Rings Leighton and the client was extremely pleased with the results of the project. Deliverables included design concept, posters, schedule-at-a-glance, save-the-date postcard, invitation, conference registrant mailer, digital graphic elements for e-marketing and website promotion, conference program book, and miscellaneous conference collateral.



Gerontological Society of America Conference Identity for the 68th Annual Meeting
Project Inception—03/2015; Completion—07/2015; Total Cost—\$26,620.00



GSA hired us to create a theme logo, all the marketing collateral, and signage for their 68th Annual Meeting. A professionally designed logo and its conference brand implementation are critical to the success of any meeting. The meeting brand needed to convey credibility and professionalism. The theme was Aging as a Lifelong Process. We created icons of a person representing four stages of aging and incorporated them into a typographic treatment for the theme title, dates, and location. Since the theme was people-focused we made liberal use of photographs of diverse groups of individuals. Final artwork for the logo needed to be provided in a variety of file formats such as EPS, JPG, TIFF and GIF files in the following variations: 4/c, PMS, RGB, and black-and-white. They needed

formats appropriate for print and web usage along with assorted templates created in InDesign and PowerPoint. Deliverables included conceptualization of logo, ads and signage, save-the-date postcard, PowerPoint templates, prospectus for exhibitors and sponsors, registration brochure, digital graphic elements for e-marketing and website promotion, conference program book, and miscellaneous conference collateral.



Rings Leighton
Creative Services

COMMERCIAL PHOTOGRAPHY SIN 541-4E/541-4ERC

Audubon Naturalist Society 2016 Annual Report Microsite www.assets.1440n.net/ANS/16-252/4/
Project Inception—09/2016; Completion—10/2016; Total Cost—\$5,750.00

Rings Leighton was delighted to be awarded the Audubon Naturalist Society annual report design and construction. We created an annual report microsite with section links to the various annual report components from a table of contents portal page. RL staff scouted out the campus, and shot location stills, videos, and panoramic photography. At the same time we shot B-roll of the grounds, building, and campus to be used in a future capital campaign. The annual report included a two-minute video of the President delivering her report from an ANS-supplied script; a listing of the board of directors and management staff; a financials page with animated graphs; highlights of their Environmental Education program; highlights of their Conservation program; a listing of supporters including a testimonial video. Deliverables included custom videography and photography, parallax background that animates on scroll, user-friendly, intuitive navigation system, logical information architecture, and responsive design.



Public Service Commission of the District of Columbia 2016 Annual Report Web & Print Report
www.dcpsc.org/Orders-and-Regulations/PSC-Reports-and-Plans/PSC-Annual-Reports.aspx
Project Inception—04/2017; Completion—09/2017; Total Cost—\$17,591.00

Rings Leighton has designed Annual Reports for the District of Columbia Public Service Commission for each of the past 4 years. In 2016, the theme was "Inform, Involve, Inspire" and, for the first time, also included an interactive digital version in addition to the printed report. For each of the four Reports, Rings Leighton staff photographers went on-site to DC PSC and directed and conducted custom photo shoots of staff and other resources. For the 2016 Report, Rings Leighton added video elements including a video statement by the DC PSC Chairman. Each Annual Report has been visually distinctive, with designs covering many different styles from illustrative to photographic.





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Creative Services

COMMERCIAL ART AND GRAPHIC DESIGN SIN 541-4F/541-4FRC

Amideast 2016 Annual Report

Project Inception—02/2017; Completion—06/2017; Total Cost—\$7,956.00



The design for the 2016 AMIDEAST Annual Report was exemplary because it perfectly captured the cultural feel of the Middle-Eastern and North Africa regions represented and combined it with case studies and success stories showcasing the theme of Empowering Youth and Women. AMIDEAST is a leading American non-profit organization engaged in international education, training, and development activities in the Middle East and North Africa. The design for its annual report needs to stand out as the most important marketing tool AMIDEAST creates for the year. Rings Leighton was able to blend texture, patterns, color and poignant photography into one of the most beautiful annual reports we have ever designed. AmidEast was delighted with the final product.

Advance CTE Logo Design and Branding Collateral Project Inception—10/2015; Completion—ongoing; Total Cost—\$20,500.00

Advance CTE supports visionary state leadership, cultivates best practices and speaks with a collective voice on

national policy to promote academic and technical excellence that ensures a career-ready workforce. The logo promotes a forward-looking vision in the word Advance. The tagline puts state leaders front and center. The design needed to capture this forward-looking, visionary quality that is central to the organization. It needed to broadcast forward movement and use bold colors that make a bold statement. Advance CTE Vision paper features stair-stepped, arrow-shaped, die cut pages. Letterhead and business card designs. The Advance CTE Annual Report and other Advance CTE reports we have designed recently fit in perfectly within the brand and use contemporary layouts and fonts as well as infographics to feature vital data. RL has also designed and created multiple MSWord templates.





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ORGANIZATIONAL CHART

